

Chelsea Strub

Twitter: @chelseastrub

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Agent: CBK Media Management (412) 770-6749/info@cbkmedia.net

Experience

WNEP (ABC)

November 2017 to Present

Wilkes-Barre, PA

News Anchor/Reporter

- Anchors weekend evening newscasts (6 PM & 11 PM newscasts)
- Covers breaking news in Luzerne County as a field reporter
- Enterprises news features for newscasts
- Writes, shoots, edits and produces news stories
- Represents station at community events
- Live Video on Facebook has generated more than 23 million views

KDKA (CBS)

August 2013 to November 2017

Pittsburgh, PA

Station Personality & Marketing Producer

- Worked with members of marketing team to plan and execute station promotions (online, on-air, and at events)
- Developed and execute multi-media marketing campaigns for station's partners
- Assisted with coordination and execution of station sponsored events
- Managed and produced website and social media content to increase web traffic and viewership
- Represent station as a brand ambassador on-air and in the community

Nakturnal

April 2014 to July 2015

Pittsburgh, PA

Marketing Communications Director

- Developed and executed online and event-based strategies for marketing campaigns
- Managed public relation initiatives for event marketing projects
- Supervised 30+ independent contractors who performed as brand ambassadors for event-based marketing campaigns

Education

- University of Pittsburgh
- Double Bachelor of Arts Degrees (Business Marketing and Theatre Arts)